

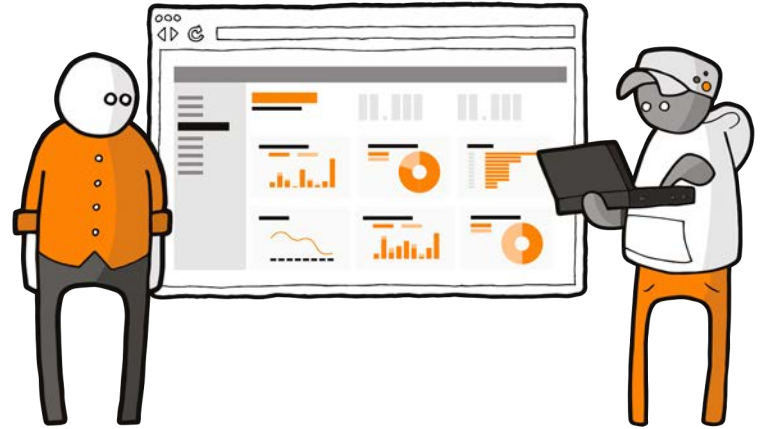


SIMWOOD

LINX Wales/Vantage case study

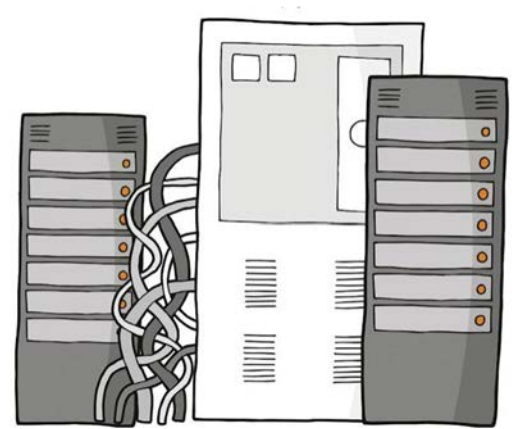
About Simwood

- Wholesale Voice
- UK Numbering
- Wholesale SMS
- Termination
- UK PSTN Virtual Interconnect
- Orchestrated through a great API
- Hosted PBX for Partners inc Residential seats

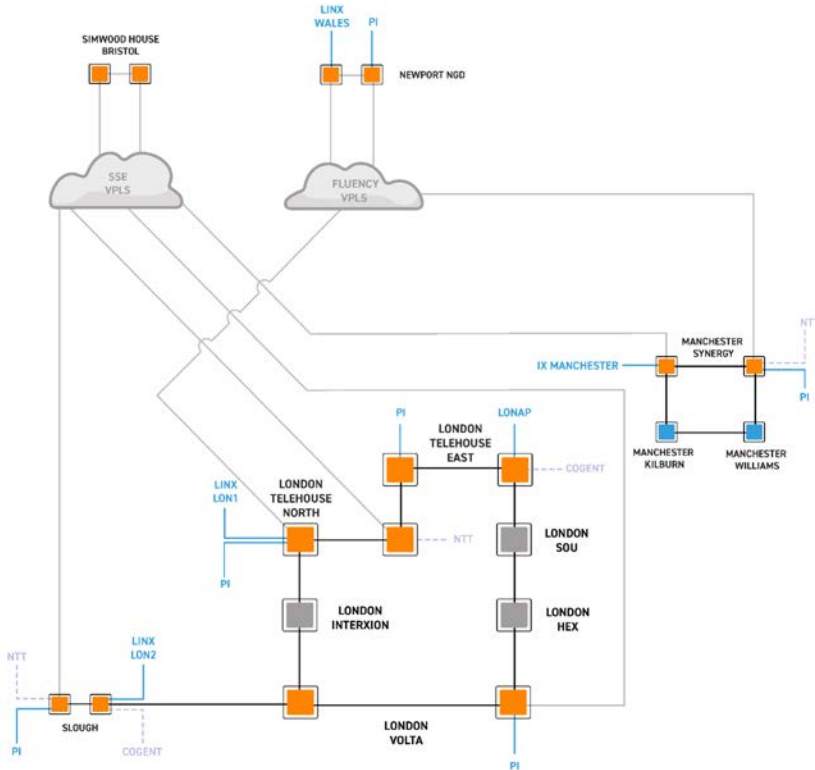


Simwood in numbers

- Established 1996
- Using VoIP since 2001
- Selling VoIP since 2005
- Peering since 2006
- Acquired Hosted PBX platform Sipcentric in 2019



Our UK network



- Built for voice
- Low latency
- Resilience
- Flexible
- Scalable
- Innovation



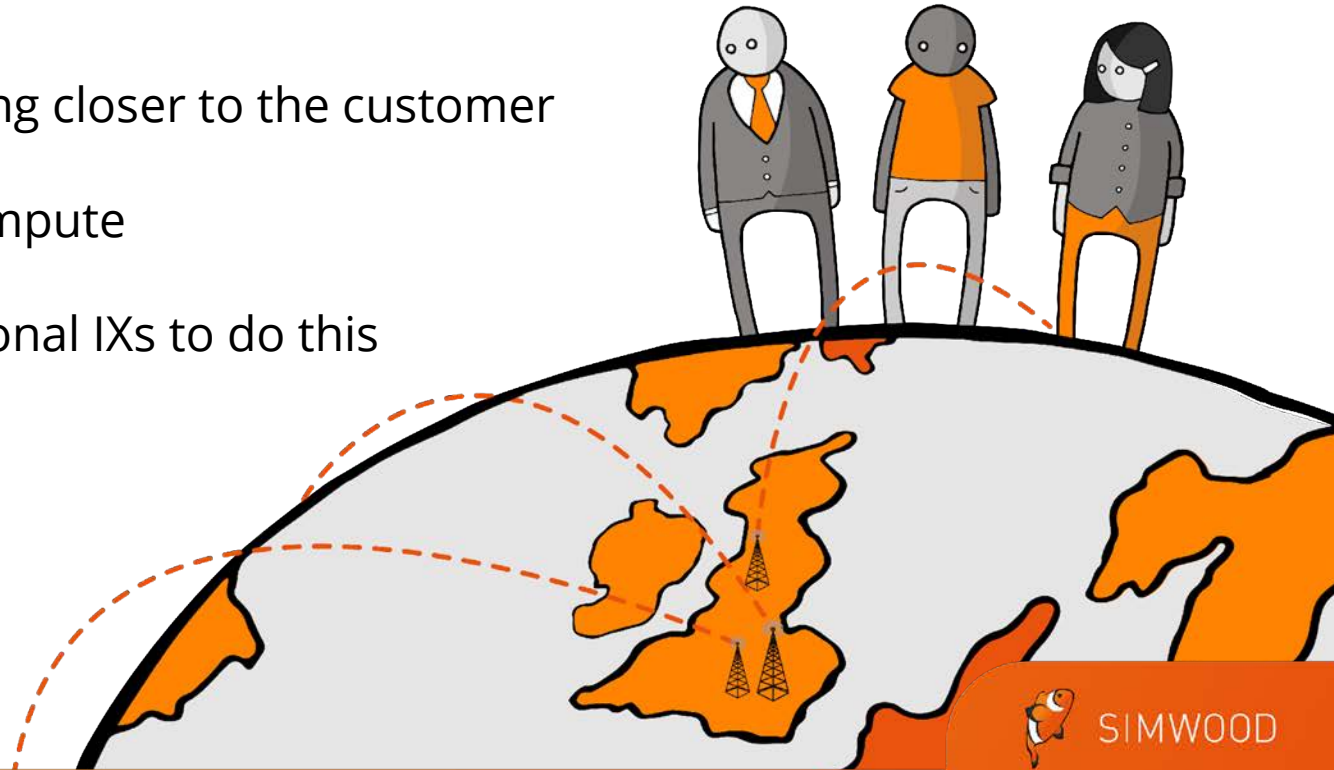
Consumerisation of networks

- Led by FAANG?
- Driving changes throughout enterprise
- Advantage to the smaller more agile operators



WHY...not HOW

- Strategic moving closer to the customer
- Using Edge compute
- Exploiting regional IXs to do this



LINX Wales

“You will have some local traffic & local peers

AND

More control of your customers' experience.”

Simon Woodhead, Simwood Founder 2014



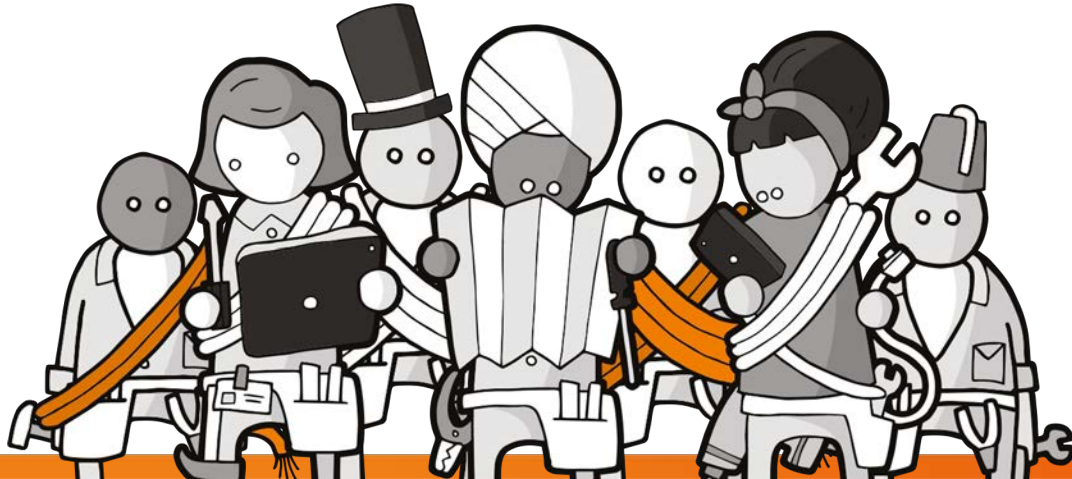
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Wales LINX - benefits

- Additional resilience (2 x London + Manchester)
- Reduces dependency on a London network
- Largest DC in Europe
- Adds value for competitive advantage
- Keeps service quality high



Today, consumer demands are driving technological development - Simwood's network is evolving to take advantage of this.



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Thank you - enjoy lunch!



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